WE CLAIM:

1. A computer-implemented method for transactional watermarking comprising:

receiving an original multimedia content source;

watermarking at least a portion of the original multimedia content source at least two times, each time with a different watermark to generate a different watermarked version of the original multimedia content source; and,

generating a final watermarked content source by utilizing the different watermarked versions of the original multimedia content source.

2. The method of claim 1, further comprising generating a new final watermarked content source by substituting at least a portion of the final watermarked content source with a corresponding at least a portion of at least one of the different watermarked versions of the original multimedia content source.

3. The method of claim 2, wherein generating a final watermarked content source comprises selecting one of the different watermarked versions of the original multimedia content source as the final watermarked content source.

4. The method of claim 2, wherein watermarking at least a portion of the original multimedia content source at least two times comprises:

watermarking at least a portion of the original multimedia content source a first time with a not-registered watermark to generate a not-registered watermarked version of the original multimedia content source; and,

watermarking at least a portion of the original multimedia content source a second time with a registered watermark to generate a registered watermarked version of the original multimedia content source.

5. The method of claim 4, further comprising:

receiving a request for the original multimedia content source; and,

in response to receiving the request, sending the final watermarked content source.

6. The method of claim 5, further comprising:

receiving a request to register the original multimedia content source with a user; and,

in response to receiving the request, sending the new final watermarked content source.

7. The method of claim 6, wherein watermarking at least a portion of the original multimedia content source a second time with a registered watermark to generate a registered watermarked version of the original multimedia content source comprises utilizing a registered watermark specific to the user.

8. The method of claim 4, wherein generating a final watermarked content source comprises selecting the not-registered watermarked version of the original multimedia content source as the final watermarked content source.

9. The method of claim 8, wherein generating a new final watermarked content source comprises substituting at least a portion of the not-registered watermarked version of the original multimedia content source with a corresponding at least a portion of the registered watermarked version of the original multimedia content source

10. The method of claim 1, wherein generating a final watermarked content source comprises selecting one of the different watermarked versions of the original multimedia content source as the final watermarked content source.

11. The method of claim 10, wherein watermarking at least a portion of the original multimedia content source at least two times comprises:

watermarking at least a portion of the original multimedia content source a first time with a no-copy-restriction watermark to generate a no-copy-restriction watermarked version of the original multimedia content source; and,

watermarking at least a portion of the original multimedia content source a second time with a no-copy-allowed watermark to generate a no-copy-allowed watermarked version of the original multimedia content source.

12. The method of claim 11, wherein watermarking at least a portion of the original multimedia content source at least two times further comprises watermarking at least a portion of the original multimedia content source a third time with a copy-once-restriction watermark to generate a copy-once-restriction watermarked version of the original multimedia content source.

13. The method of claim 12, wherein selecting one of the different watermarked versions of the original multimedia content source as the final watermarked content source comprises selecting one of the no-copy-restriction watermarked version, the no-copy-allowed watermarked version, and the copy-once-restrict watermarked version as the final watermarked content source based on a predetermined access level.

14. The method of claim 1, wherein generating a final watermarked content source comprises combining at least a portion of at least two of the different watermarked versions of the original multimedia content source.

15. The method of claim 14, wherein watermarking at least a portion of the original multimedia content source at least two times comprises:

watermarking at least a portion of the original multimedia content source a first time with a binary-zero watermark to generate a binary-zero watermarked version of the original multimedia content source; and,

watermarking at least a portion of the original multimedia content source a second time with a binary-one watermark to generate a binary-one watermarked version of the original multimedia content source.

16. The method of claim 15, wherein combining at least a portion of at least two of the different watermarked versions of the original multimedia content source comprises combining at least a portion of the binary-zero watermarked version with at least a portion of the binary-one watermarked version.

17. The method of claim 1, initially comprising:

receiving a non-watermarked version of the original multimedia content source; and,

watermarking the non-watermarked version of the original multimedia content source with a source watermark to generate the original multimedia content source.

18. The method of claim 1, further comprising:

receiving a request for the original multimedia content source, the request including a message specific to the request; and,

in response to receiving the request, sending the final watermarked content source.

19. The method of claim 18, wherein generating a final watermarked content source comprises combining at least a portion of at least two of the different watermarked versions of the original multimedia content source based on the message specific to the request.

20. The method of claim 18, wherein generating a final watermarked content source comprises selecting one of the different watermarked versions of the original multimedia content source as the final watermarked content source.